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PATENT & TRADEMARK OFFICE
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ATTORNEY DOCKET NO.
9049

PATENT APPLICATION
09/594,322

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of: Antonio Nevarez

Serial No.: 09/594,322

Filing Date: June 15, 2000

Examiner: Pierre Elisca

Art Unit: 3621

Title: POOLING DATA IN A SHARED DATA WAREHOUSE

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

DECLARATION PURSUANT TO 37 CFR § 1.131

I, Antonio Nevarez, hereby declare and state that:

1. I am the sole inventor of the subject matter claimed in U.S. patent application 09/594,322 ("the present application"), filed on June 15, 2000;

2. On January 21, 2000, I submitted a formal Invention Disclosure Record ("IDR") document to the law department of NCR Corporation (now Teradata Corporation) describing the invention that is claimed in the present application (a copy of this IDR document is attached to this declaration as Appendix A);

3. On April 11, 2000, I received an e-mail message from John D. Cowart, an attorney for NCR Corporation, delivering a Microsoft Word ("Word") document that contained a first draft of the present application for my review;

4. According to information contained in the "Properties" field of the Word document, a copy of the document was printed on April 6, 2000 (a screen shot showing the "Properties" field is attached to this declaration as Appendix B);

5. According to timestamps contained in the Word document, I modified the Word document on April 25, 2000, by inserting comments into the document to create an "Inventor's revised draft" of the present application;

6. On June 9, 2000, I received an e-mail message from John D. Cowart delivering a final draft of the present application for my review;

7. On June 14, 2000, I received an e-mail message from John D. Cowart delivering a declaration form and an assignment form for my review and signature;

8. On June 15, 2000, the law department of NCR Corporation filed the present application with the PTO;

9. I hereby declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true. Further, I declare that these statements are made with the knowledge that willful false statements, and the like so made, are punishable by fine or imprisonment, or both, under Section 1001, Title 18 of the United States Code, and that such willful false statements may jeopardize the validity of the present application or any patent issuing thereon.

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Signed this 1st day of December 2008.



A handwritten signature in black ink, appearing to read "Antonio Nevarez".

Antonio Nevarez

APPENDIX A

Invention Disclosure Record (IDR) Document
Submitted to NCR Law Department on
January 21, 2000



INVENTION DISCLOSURE RECORD

PREPARATION & ROUTING INSTRUCTIONS

Complete and fill in every item. Write "none" or "unknown", if appropriate.
Use an additional blank page for any item where more space is needed.

Have your manager review and sign (Items 9 and 10) before submitting to the NCR Law Department.

Submit original and one copy to: NCR Corporation, Intellectual Property Section, Law Department, ECD-2, 101 W. Schantz Avenue, Dayton, Ohio 45479. Keep one copy for your file.

LAW DEPARTMENT USE ONLY	
Docket No.	
Date Received	
Attorney	

(1) Inventor(s)	Facility	Department	Phone Number
Tony Nevarez	Rancho Bernardo	Warehouse Outsourcing Solutions	(858) 485-3320

(2) Title of Invention (Preferably 10 words or less)

Using the collective data gotten from and for a Consortium

(3) Product, Project Name or Class Number	(4) Date Invention was First Conceived	(5) Actual or Anticipated Date of First Product Sale, Customer Availability, or Public Disclosure
Collective View	[REDACTED]	[REDACTED]

(6) Description of the Invention

Please attach additional pages providing the following:

- Statement of problem solved by the Invention - Briefly state the problems your invention solves, its purposes and advantages, and how it differs from prior designs that you are aware of.
- Description of the Invention - Describe your invention in detail. Include and refer to sketches or diagrams and, if appropriate, attach documents such as previously prepared descriptions or specifications.
- Summary of Invention - State what you regard at the present as the key inventive concept - i.e., the gist of your invention.

(7) Inventor Signature(s) (Each person listed in Item 1 above is an inventor and must sign and date.)

Signature of Inventor	Date	Signature of Inventor	Date
Signature of Inventor	Date	Signature of Inventor	Date

(8) Witness Signatures (Two persons who are not inventors must read and understand this disclosure, and then sign and date.)

Signature of Witness	Date	Signature of Witness	Date
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(9) Strategic Value of Patent Coverage (State what you regard as the strategic value to your business unit of having a patent for this invention - e.g., licensing revenue, preventing use by others, importance/breadth of the invention, etc.)
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(10) Reviewed and approved by			
Signature of Manager	Date	Manager Name (Please print)	Tentative Rating* (A, B, C, D, or U)

* Ratings of "A" through "D" indicate relative value, with "A" being highest and "D" being lowest.
A rating of "U" indicates the value is unknown.

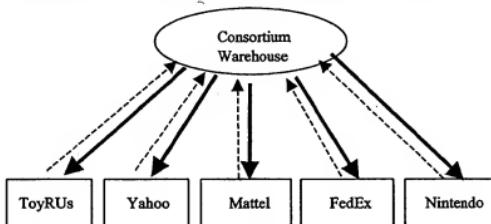
Statement of problem solved by the invention –

Today's successful businesses have embraced Data Warehousing because of the value it gives them with regards to addressing their current and future business needs. The key to their success, as it pertains to the use of their business data, is having the best and most accurate views of their business (be it of their customers, their products, or their operations). To this end, many of these customers augment their available data by purchasing external data to complete their understanding of their business.

The problem is these companies are limited by the data it itself can collect during the course of doing business or what data it can purchase. Since much of the data it would like to have may not be available for purchase (or it can not collect itself) the next challenge these businesses face is access to other sources of data which will give them a competitive edge. Companies with additional data sources that provide them with enhanced business knowledge will be the ones that will continue to be successful.

Description of the invention –

Companies desiring a more complete understanding of their business will partner with other companies to share their business data. The sharing of their perspective business data will grant the partnering businesses (the consortium) a more complete understanding of their overall business environments/opportunities. What may best explain this is an example and a diagram:



Having the combined business views of the companies in the above diagram will ensure that each of the partners will have a much better understanding of the overall toy business. That is to say, each company will now be able to better predict how an event (sales of a specific toy during Christmas) will effect their business. Toys-R-Us will be able to see what kind of interest is building up by the data Yahoo and Nintendo would provide. Mattel would be able to get better household data from Toys-R-Us and Yahoo. FedEx would be able to do better forecasting based on data from Yahoo, Mattel, and Nintendo. They would all have a better view of their specific customer's shopping preferences by toy category (e.g. on-line versus store purchases for electronic handheld games). These are just simple examples but as you can see partnerships and leverage points are infinite.

The success of these partnerships (consortiums) will be based on the partnerships themselves but will greatly rely on the capabilities NCR can (will) bring to the table. The key NCR capabilities will be:

- ❖ Data Warehouse Expertise
- ❖ Professional Services
 - Necessary for the success of the consortium is a robust and sustainable solution build around the business drivers. NCR's vast business & technical experience within a wide

- range of industries provide the consortium (which may have partners from different industries) identify the key business drivers as well as the technical implementation which will address their needs today as well as in the future.
- ❖ Detail data and many concurrent users
The power of Teradata (it's key differentiation) are it's ability to handle 1) Scalability requirements, 2) very large data sets, 3) large number of concurrent users and 4) complex queries. A large consortium will need to be able to support all three.
 - ❖ Data Mining
The consortiums will need tools and or applications to mine their data in order to uncover hidden trends/patterns. NCR with its data mining expertise and tools as well as partnerships in this area is well positioned to provide this capability. As mentioned above NCR Industry (business) knowledge will also play a key factor. NCR Business & technical consultants will work alongside the consortium analyzing their data in order to uncover business knowledge.
 - ❖ Warehouse Outsourcing Solutions
The consortium will need a third party to ensure privacy and a way to facilitate distributed costs and control. NCR's Outsourcing Solutions will provide each partner the assurance that only the data they want to release is made available and is used in only the approved way since NCR will manage the IT shop for them. This will help the consortium develop trust among the partners. This service will also help the businesses ensure their end customer' privacy is further protected. Having a third entity which operates the Warehouse ensure the partners that they are all getting the same service/costs.

An additional advantage these consortiums will have is the opportunity to uncover un-thought of business opportunities that subsets of the consortium will be able to jointly explore. For example, FedEx and Mattel may uncover an opportunity for FedEx to lower Mattel's transportation costs and increase FedEx's load efficiency if they move one of their distribution centers to a different location. Another would be Nintendo and Yahoo uncovers a business opportunity in for an on-line offering it can jointly do with Yahoo targeting a specific US market based on data it has about the Japan toy/kid market.

Summary of Invention –

A Consortium, which pools their business data and using a Data Warehouse (their collective data), will enhance their individual and collective business knowledge.

APPENDIX B

**Screen Shot Showing That
Draft Application Was Printed
on April 6, 2000**

